Design Engaging Content for 4 million Department of State American English Learners

Project Title	Design Engaging Content for 4 million Department of State American English Learners
Project Summary	Create content for a flagship social media presence for the Bureau of Educational and Cultural Affairs at the U.S. Department of State.
Country	United States

Project Description

Are you creative? Enjoy producing graphics, videos or live events to engage on social media? Are you interested in outreach or education for international English language learners and teachers? The Office of English Language Programs at the U.S. Department of State's Bureau of Educational and Cultural Affairs wants YOU to help us engage our audience of over 4 million followers.

What you'll do:
- Research and develop content for State Department English language programs
- Support the American English social media platforms (Check them out here: AE at State Facebook; AE for Educators Facebook; AE YouTube
- Write original Facebook & YouTube posts
- Support the moderation of current social media platforms and investigate audience trends and engagement analytics
- Create graphics and other visual content to support our platforms
- Research social media best practices for American English team at U.S. Department of State
- Research and help strategize for the potential launching of other social media platforms, such as Instagram, Twitter, or Snapchat
- Review Regional English Language Officer social media platforms (like this one) and suggest strategy changes that could be made to improve growth, engagement, and reach
- As needed, do research on platform policy and design updates, social media trends and other best practices

Required Skills or Interests

Skill(s)
Graphic design
Social media management

Infographic design

Writing

Additional Information

Though not required for this opportunity, interest or prior education/experience in the field of TESOL or education for English language learners would be an asset in this position. The above listed skills can also be considered as interests or skills that you would like to develop. Extensive experience with the above skills is not necessary.

For more information about the Office of English Language Programs, check out:
1. Office of English Language Programs Website - https://americanenglish.state.gov
2. English Language Programs Website - https://elprograms.org/
3. American English E-Teacher Program Website - https://www.aeeteacher.org/
4. Facebook Community for Learners - https://www.facebook.com/AmericanEnglishatState/
5. Facebook Community for Teachers - https://www.facebook.com/AmericanEnglishforEducators/

Language Requirements

None